
COMMUNITY PARTICIPATION PROGRAM

2012-2013 Application to City of Minneapolis

CONTACT INFORMATION:

Organization Name:	St. Anthony West Neighborhood Organization	
Address:	909 Main St. NE, lower level Minneapolis, MN 55413	
Website url:	www.stawno.org	
Organization email:	neighbors@stawno.org	
Federal EIN:		
Board Contact:	Name:	Pete Gamades
Staff Contact:	Name:	Gayle Bonneville
	Phone:	(612) 378-8886

Who should be the primary contact for this submission? [Pete Gamades](#)

Date of Board review and approval: Final review and vote of approval = June 14, 2012

FUNDING ACTIVITIES.

1. **Eligibility.** If your organization has not previously been funded through the Community Participation Program, please provide evidence of the organization's eligibility, as identified in Section II.A of the Guidelines.

N/A

2. **Community participation efforts.** Describe proposed outreach activity in the neighborhood, and methods to involve residents and other stakeholders in one or more of the three key program purposes. How will you engage residents and other stakeholders of their neighborhood in developing a Neighborhood Priority Plan?

In addition to continuing to increase the frequency of outreach via our 311 Walking Patrol (see No. 4), existing e-mail list, web site, social media and printed bi-monthly newsletter:

- We plan to use postcard mailings for outreach on STAWNO's monthly board meetings to build awareness of these meetings and to increase attendance and participation by non-board members.
 - Since bylaws state that only board members have binding votes (except for elections), we will seek ways to encourage "informal" input by residents at these meetings, such as promoting featured topics or speakers of interest on neighborhood-focused issues that will provide incentives to attend, or via events held in conjunction with board meetings. (See No. 4.)
 - STAWNO also plans a door-knocking campaign to raise awareness of STAWNO's home fix-up loans and its new energy audit rebate program, as well to raise awareness of the neighborhood organization itself. Volunteers will seek input from residents on what issues and topics interest or concern them, provide collateral materials and ask them to join our e-mail list for neighborhood updates.
 - We will continue our neighborhood engagement activities via the successful summer programming in Dickman Park. As part of this two-year-old program, we conduct three major activities that engage residents in community participation by offering Shakespeare in the Park, a neighborhood BBQ/Meet and Greet board meeting, and Movie Under the Stars.
3. **Building organizational capacity.** How will you work to: (1) provide opportunities for the direct involvement of members, (2) build your membership and volunteer base, (3) encourage and develop new leadership, and (4) expand the organization's capacity through self-assessment and other activities.

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- STAWNO will work to increase involvement of residents who are not necessarily board members via methods outlined in No. 2. We will continue to build our committee structure to involve those who are not board members. We will encourage new leaders and participants by noting clear pathways for involvement in committees that make it easier for newcomers to get involved.
 - We aim to increase non-board member attendance at monthly board meetings; board member attendance is already very high, often at 100 percent or close to it via our 11-member board with 5 alternates positions and one non-voting student slot. But hearing -- at least informally -- from other residents will give a broader perspective to help inform board decisions. Methods such as the postcard mailings noted in No. 2 will work towards this goal.
 - The board will allot one meeting per year for self-assessment and priority planning and/or training with an outside facilitator.
 - New-board-member packets will be provided to incoming directors to start them off with basic background information on STAWNO, NCEC/NCR, NRP and general board duties.
 - While STAWNO has implemented Open Forum at monthly board meetings for the public to weigh in on non-agenda items, we will experiment with such ideas as having a designated Community Meeting or Open Yak Sessions, quarterly membership meetings, Saturday sessions, or business items first followed by open session.
 - We plan to engage residents via a new Community Garden Initiative at Boom Island Park through space offered by the Minneapolis Park and Recreation Board.
 - STAWNO will continue to review the pros and cons of various meeting locations and their impact on participation and attendance. As a geographically small neighborhood without a library, enclosed park building or school, we are sensitive to issues of accessibility and user-friendliness.

4. **Building neighborhood relationships.** Describe your outreach, networking, and inclusivity efforts to: (1) build a sense of a whole neighborhood among residents, (2) build bridges among neighbors and diverse communities within the neighborhood, (3) work with other neighborhoods and organizations on issues of common interest, (4) build partnerships with private and public entities, and (5) benefit the neighborhood as a whole.

Following last year's successful summer park programming, we plan to increase our efforts to reach all ages and build awareness of STAWNO through:

- STAWNO's "311 Walking Patrol" and an expanded Dickman Park program this year. The walking group walks nearly every Tuesday throughout the summer,

meeting and greeting neighbors, getting to know the area, noting problem properties, adding e-mail contacts to our neighborhood list, and picking up trash along the way. We have four community events planned for 2012 in addition to the Tuesday-Thursday staffed kids' programs at the park. Our June board meeting will be incorporated into a community ice cream social in partnership with Catholic Eldercare's large presence in the neighborhood; our July board meeting will be held at the park as part of an annual "meet and greet" BBQ. STAWNO will also sponsor Shakespeare in the Park and a Movie in the Park.

- Our Riverfront Parks Committee is collaborating with adjacent neighborhoods and the Minneapolis Park and Recreation Board to update our vision for the riverfront area. This includes a new initiative concerning public health and river/park access.
- STAWNO is also engaged in discussions of development efforts in an adjacent neighborhood related to a large parcel impacting several neighborhoods.
- We will sponsor a day at the Northeast Farmers Market. This allows STAWNO to have a table at the market where we will solicit input from residents on current STAWNO priorities, build our e-mail communications network, and gain visibility for the neighborhood organization.

5. **Involvement of under-engaged stakeholders.** Organizations should discuss which stakeholder groups are typically un-engaged or under-engaged in their work, and how they will work to involve those groups. Organizations should also discuss how the NCR Department can help with this work.

- Renters are an under-engaged stakeholder group in the St. Anthony West neighborhood. To increase engagement, STAWNO plans to increase use of U.S. Mail for its newsletter and other communications to ensure delivery to all addresses in the neighborhood. Volunteers have found it difficult to reach residents of several apartment buildings in the area using door-to-door distribution.
- Engaging landlords and absentee owners of our many rental residences will also be a focus for STAWNO.
- STAWNO also plans to undertake a door-knocking campaign to reach under-engage and under-represented members of our community. (See details in No. 3).
- While data indicate most speak and read English in this neighborhood, we will investigate how we could offer translation assistance for our River Beacon newsletter and other materials by offering a contact phone number.
- Our neighborhood has group homes for deaf and blind residents, and STAWNO hopes to reach out to these individuals.

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- We also plan to update our web site design this year to make it more user-friendly.
 - Neighborhood awards appear to be an effective way to engage people, as we learned with our first Winter Lights and Landscapes contest this past winter when awards were presented in February at our annual meeting. Attendance at this year's annual meeting was healthy, and many new faces came due to the awards. We will look for ways to expand this award concept – for example, via garden awards – because it offers new (and old) people new ways to be engaged with the neighborhood organization and neighborhood improvement.

6. **Housing Activities.** Neighborhood organizations should discuss their work on housing and housing related activities. Organizations should estimate the percentage of time to be spent on these issues.

- STAWNO continues to offer low-interest revolving loans for home fix-up projects via its NRP program. We are currently working with loan administrator GMHC to ensure that the program is meeting the current marketplace needs and analyzing whether adjustments are needed in interest rates or focus.
- We are exploring a deferred loan program to maximize the impact of our dollars in the community.
- STAWNO recently voted to provide gap funding to GMHC for the rehab of a blighted duplex in the neighborhood.
- New this year is a home energy-audit rebate program to encourage residents to make their homes more energy efficient.
- Estimated time spent on housing activities: 25 percent

7. **Unused funds.** Organizations should discuss how they plan to use unused funds from the previous cycle for community engagement or implementation of neighborhood priorities.

Unused funds from our 2011-12 allocation, if any, will be used to continue outreach methods outlined in our previous and current CPP applications. Biggest expenses at this time related to outreach are related to our summer programs of events in Dickman Park that bring the community together for social/recreational items while raising awareness of STAWNO and what STAWNO does – and how they can become engaged with this mission. And in addition to using the outreach methods outlined above, STAWNO plans to conduct a “Survey Monkey” survey to gain suggestions from the community on use of unused funds as well as on Neighborhood Priority Plan ideas.

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8. **Budgets.** Submissions should include a budget showing how Community Participation Program funds will support the organization’s community participation work and an amount set-aside for implementation of Neighborhood Priority Plans. An annual budget for the organization should also be provided.

SAMPLE BUDGET

Staff Expenses	\$10,000
Employee Benefits	\$0
Professional Services	\$500
Occupancy	\$1,500
Communications/Outreach	\$19,387
Supplies and Materials	\$3,000
Festivals and events	\$3,000
Development	\$500
Fundraising	\$1,000
Other Services	\$0
Neighborhood Priorities	\$10,000
TOTAL:	\$ 48,887.00

Notes:

- Staff expenses should include payroll, FICA, and withholding, or contract staff.
- Employee benefits should include any health insurance, retirement, or other benefits.
- Professional services should include the cost of temporary contractors, bookkeepers, accountants, etc.
- Occupancy should reflect costs related to rent, utilities, phone, websites and email expenses, and other similar expenses.
- Communications/Outreach should include costs of publications, printing, postage, delivery, flyers, etc.
- Supplies and materials should include office supplies as well as expenses for supplies related to ongoing programs such as block patrols, etc.
- Festivals and events can include any costs related to community events and festivals. Food is not an eligible expense.
- Development expenses could include costs related to training, education, recognition, or orientation for board, staff and volunteers.
- Fundraising could include any costs related to fundraising for your organization (hiring of consultants, costs of materials, postage, events, etc).
- Neighborhood Priorities: at this point you do not need to know what the priorities are. Just indicate what the organization would like to set aside at this time for future priorities.